

The Missouri Community Betterment Awards Program

From its inception in 1964, the framers of the MCB Program understood the importance that positive recognition could have for people who are working to make their communities better. From that time hence, the MCB Program, through awards and recognition, has been changing negative attitudes to positive ones; 'can't do' dispositions to 'can do' and 'will do' ones. MCB has been empowering communities with strengths they didn't know they had. MCB will continue to help communities, large and small, not only with technical assistance but through its awards and recognition program. The awards are presented at the Recognition Luncheon and the Awards Banquet of the Annual MCB Conference.

Annual Community/Neighborhood Awards Competition

The Annual Awards Competition offers recognition and awards to those communities and neighborhoods that wish to participate in community betterment competition. The competition year is from August 1st of one year to July 31st of the next year. The competition is broken down into categories according to population, and a neighborhood category. Except for the Grand Prize and Glenn Smith Memorial awards, competition takes place only within the categories, not among them.

Entry material is sent out each year to the communities and neighborhoods that are on the MCB mailing list. If your community does not receive MCB information and would like to receive it, please send the chairperson's name,

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address and telephone number to the state office. Those who choose to enter the Awards Competition must **return the completed entry form by May 31**. Every community/neighborhood that enters receives a standard-size Project Report Book (PRB) from the state office.

Each year competing communities and neighborhoods submit project report books documenting projects undertaken during the year. An impartial team of judges, after having reviewed the PRB and having visited the communities or neighborhoods within their category, rank them first through fifth place and pick the 1st and 2nd place youth groups in

each category. A separate set of judges will select the grand prize winner from among the first place winners in each of the categories; and another set of judges will select the Glenn Smith Youth Award recipient from the 1st place youth group winners.

Population categories are not assigned until PRBs are received by the Department of Economic Development on July 31. On that day, communities will be divided into categories by population with approximately the same number of communities in each category. The process for dividing up the communities into population categories is as follows: the entered communities are arranged in numerical order by population starting from the smallest to the largest. Starting from the smallest, approximately the first ten become category one; the second ten become category two; and so on until all of the communities have been evenly divided into categories. Just because your community was in a particular category in previous years does not mean that it will necessarily remain in that category in the future. Neighborhoods will have their own, separate category(ies).

Counties may enter the awards competition by competing in community categories that meet the county's population. If enough counties chose to enter, a separate county category could be established. We encourage the county concept because it stimulates, fosters and exhibits the communication, coordination and cooperation (CCC) of community betterment.

A county entering the awards competition does NOT preclude the individual communities within that county from entering separately. However, communities may only enter as long as they are NOT within the same population category as their county entry.

**Entrants should
highlight the degree of
youth participation
throughout the entire
Project Report Book.**

The neighborhood category in the MCB Program is designed to encourage and support community development efforts in urban areas of the state and to recognize the efforts of neighborhood organizations improving the quality of life in urban communities. This category is designed for resident-controlled, community development organizations in neighborhoods of cities generally with more than 50,000 in population. Evaluation of neighborhood projects will be undertaken utilizing the same criteria as other population categories.

Community and Neighborhood Awards

For each of the eight population categories and the neighborhood category, the following awards may be given:

1 st Place	= a plaque and \$300
2 nd Place	= a plaque and \$250
3 rd Place	= a plaque and \$200
4 th Place	= a plaque and \$150
5 th Place	= a plaque and \$100
Certificate of Merit*	= a plaque only
Grand Prize Award**	= traveling trophy and individual trophy and \$500

*This award is given to communities/neighborhoods for any outstanding project or effort. Only communities/neighborhoods that have not placed 5th or above in the Awards Competition are eligible for this award. It is only awarded upon the recommendation of the judges and is not necessarily given every year.

**The Grand Prize winner is chosen from the nine first place winners from each category.

Note: The above cash awards were given in year 2002. The same amount of cash for each award may not be available for this year (2003).

Youth Awards

Youth Involvement Awards

Special recognition is given for youth involvement to two communities in each population category and two neighborhoods in the neighborhood category of the Awards Competition. It is necessary to enter the Annual Awards Competition (submit a PRB and participate in the on-site judging activity) to be eligible. Entrants should highlight the degree of youth participation throughout the entire PRB. A plaque is awarded to the winning first and second place communities/neighborhoods in each category.

Glenn Smith Memorial Award

From among the categories receiving first place youth group awards, a single youth group is selected as overall best. This award is presented in memory of Glenn Smith, one of the first MCB Ambassadors.

Leadership Awards

Adult Leadership Awards are presented to 10 outstanding leaders in community betterment. Nomination forms will be accepted from the communities or neighborhoods that have entered the Annual Awards Competition and/or are actively participating in the Missouri Community Assessment Program (MoCAP). Each of these communities may nominate one candidate for the award. Only one candidate per community or neighborhood will be accepted and the candidate MUST be a single nominee. **The completed form should be submitted to the state office no later than July 31.**

Youth Leadership Awards are presented to 10 outstanding youths, 18 years of age or younger, in recognition of their efforts. Entry requirements for this award are the same as for Adult Leadership Awards.

Certificates of Leadership will be given to all adult and youth nominees. For those communities entered in the Awards Competition, the certificates will be presented by the MCB judges at the time of the on-site visit. For those communities that are actively involved in the Missouri Community Assessment Program but not the Awards Competition, certificates will be mailed to the nominees.

Viola Blechle Good Neighbor Award

The Good Neighbor Award is designed to recognize those MCB community or neighborhood organizations that exhibit the spirit of neighborliness and helpfulness.

The Good Neighbor Award is designed to recognize those MCB community or neighborhood organizations that exhibit the spirit of neighborliness and helpfulness by assisting another Missouri community or neighborhood to enter the MCB Awards Competition. The MCB community/neighborhood must be nominated by the community/neighborhood that benefited from the assistance. All nominations must be for the Awards Competition contest year and must be accompanied by a written explanation describing the extent of the assistance provided and by whom. A community/neighborhood may only receive this award once for assisting the same community/neighborhood. The deadline for nominations is August 31. This award is presented in honor of Viola Blechle, the first MCB Ambassador.

Special Leadership Awards

From time-to-time certain persons receive a special leadership award. This award is given at the discretion and judgement of the MCB staff.

Ambassador Awards

This award is presented to individuals for their contributions to the effectiveness of the MCB Program. This award is not necessarily presented every year, nor is the number of recipients limited in one year. It is an honorary designation and may be received only once. This award is given by the Department of Economic Development based on recommendations from the MCB staff.

Summary of Awards

Following is a summary of the awards and what they may include:

1. Annual Community/Neighborhood Awards Competition --

For each of the eight population categories and the neighborhood category:

1 st Place	= a plaque and \$300
2 nd Place	= a plaque and \$250
3 rd Place	= a plaque and \$200
4 th Place	= a plaque and \$150
5 th Place	= a plaque and \$100
Certificate of Merit	= a plaque only
Grand Prize Award	= Trophy and \$500 plus the MCB Ambassadors' Traveling Trophy Cup until the next Annual MCB Conference. The Grand Prize winner is chosen from the nine 1 st place winners.

Youth Awards -- Youth involvement awards for each population/neighborhood category:

1 st Place	= a plaque
2 nd Place	= a plaque
Glenn Smith Memorial Award	= a plaque and \$100

2. Leadership Awards --

10 Adult Awards	= a plaque each
10 Youth Awards	= a plaque each

3. Good Neighbor Award = a plaque

4. Special Leadership Award = a plaque

5. Ambassador Award = a plaque

Note: The above quoted cash awards depend on the availability of the MCB budget.

Project Report Book

In order to compete in the MCB Community Awards Competition, the Youth Involvement Awards competition, and also be eligible for other awards through the MCB Program, communities and neighborhoods must submit a Project Report Book (PRB). The PRB serves the following purposes:

1. It is a community's or neighborhood's formal entry into the MCB Awards Competition, thus making it a member of the MCB Program.
2. It serves to inform the judges about the community's or neighborhood's community betterment program, accomplishments and youth involvement.
3. If preliminary judging should become necessary, the PRB would be the only source of information to be used to select which communities and neighborhoods would receive an on-site visit. The PRB is also the principal source of information used to select the Grand Prize and Glenn Smith award winners.

In addition to the above reasons, the PRB can be a wonderful historical document of the community. It can be a marketing tool to show to prospective businesses and other people interested in moving to the community. It also contains a wealth of information that can be shared with other communities.

Throughout the history of the MCB Program, the PRB has had various guidelines about its size, content, number of pages, etc. "Getting one size to fit all" has always been a challenge. In an attempt to fulfill the purposes of the PRB and make it a manageable document from which the judges can best glean the information about the community's community betterment program, youth involvement and accomplishments, the following guidelines and format have been put in place.

In the "MCB Planning Guide", the community development process and how it should work in a community was explained: organization, visioning, assessment, goal setting, planning and evaluation. The PRB should be a document that explains, reflects and informs others about the community's community betterment program, projects, and youth involvement. The projects chosen for the PRB should exemplify and typify the community's process of visioning, assessment, goal setting, planning and implementation.

The projects chosen for the Project Report Book (PRB) should exemplify and typify the community's process of assessment, goal setting, planning and implementation.

The PRB will consist of a three-ring binder provided by the Missouri Department of Economic Development. The total number of pages should not exceed 100; (**one side equals one page**). The first 50 pages are to be used for the introduction, history of the community, community betterment organization, community resources, community development process, etc. In other words, your overall community-based strategic plan might make up your first 50 pages of the PRB. The second 50 pages are to be used for your projects. This change from recent past years, when unlimited pages were allowed, is the outcome of input from communities, MCB judges and MCB staff.

Following is the format for the Project Report Book:

- I. Table of Contents: Includes a list of the contents in the book and page numbers for each listing and each project.
- II. Introduction: History of community; demographic data and current profile of the community.
- III. Community Betterment Organization: type; make-up; members; incorporated; IRS status; mission; purpose and functions, etc.
- IV. Community Resources: Since the development that occurs in a community depends on many sources within the community, an inventory of these resources should be a part of the PRB. This is another way to recognize them for their participation. Moreover, indicate in the project summaries, those organizations that participate and contribute to those specific projects.
- V. Youth Involvement: In this section, be sure to elaborate how the youth are involved in the community.
- VI. Community Development Process: since all community development takes place through the community development process and since the community is judged in part on how well this process is used, it is important that a rather detailed explanation of the process be given in the PRB.

- 1) Visioning: This is the process whereby a community visualizes what it wants itself to be, a general overall picture of what you want your community to look like, and what it should have. Attitude surveys and town hall meetings using the nominal group process are some ways for communities to arrive at consensus of their vision.
 - 2) The Community Assessment: How did the community go about the process? Who was involved? What techniques or tools were used, e.g. surveys, town hall meetings, other meetings? Was the assessment an overall one of the community, or just in specific areas?
 - 3) Goal Setting: who was involved? Did the agreed upon goals come from the assessment process? Was priority given to what was most needed, or most wanted? Were projects or programs generated that would fulfill the goals?
 - 4) Planning: Assessment and goal setting would be pretty much useless and could have a negative effect on the community if the next steps of planning and implementation do not follow. Therefore, it is very important to put in place both long and short-term planning that will insure that the goals are met. Furthermore, an action plan that details the "who, what, where and when" is critical to successful implementation of a program or project. This planning process should be explained in some detail in the PRB.
- VII. Projects: How many? Communities participating in the MCB Community Awards Competition have two opportunities to inform the judges about their accomplishments: The Project Report Book and the judges' on-site visit. Both of these opportunities are limited because of the limitation of time the judges have to complete their task. So if more documentation is presented in the PRB than the judges can review, absorb and retain, then the oversized PRB becomes counterproductive. In other words, in this case "less is more." Therefore, after having completed the first part of the PRB with the introduction, history, organization, etc. (as described earlier), we suggest that you select up to five of the most important projects and follow the summary with newspaper clippings and photos for further documentation. If you still have pages left, you may summarize other projects or accomplishments but the total number of pages for the projects should not exceed 50.

Your projects may come from a partnership of two or more organizations or groups active in the community.

What Projects? In the MCB Planning Guide, it is pointed out that "community betterment/development is anything and everything done in the community to make it a better place to live." It includes what the chamber of commerce does, the city, the economic development organization, as well as other agencies, groups, and organizations such as CHART, Caring Communities, and Community 2000. Therefore, all projects are eligible. But since it is impossible to document every project in your community, you should choose the ones that best exemplify how community betterment works in your community. Your projects, therefore, may come from any agency, organization or group; or even better, from a partnership of two or more organizations or groups active in the community.

The Project Report Book binder comes with guidelines and suggestions on how to assemble the information and documentation. These guidelines result from the input of former judges, MCB chairpersons and MCB staff. If you do not follow the guidelines, you will not be disqualified from the Awards Competition; however, if your PRB fails to adequately inform the MCB judges, then your community may receive a lower rating.

Putting together a PRB is no small task. Because of the PRB, some communities may not want to enter the Awards Competition-- "can't find anyone to do it," "got started too late," "an awful lot of work," "didn't do much this year." We feel, however, that getting an early start, using an organized approach and utilizing the guidelines and suggestions, will eliminate most of the problems attributed to the PRB.

Judging

Qualified, impartial persons from within and outside the state will do judging. Two judges will be assigned to each category. All communities and neighborhoods that submit a Project Report Book will be eligible to receive an on-site visit by the judges. In the event that the number of participants in the Awards Competition would be so great that the Department of Economic Development could not physically send judges to all the communities and/or neighborhoods, a preliminary judging process would be set up to select (by reviewing the PRBs) the communities which would receive the on-site visits.

Final Judging

Communities and neighborhoods which receive an on-site visit will be notified as soon as schedules and itineraries are set. Two judges and an escort will visit the selected communities for each category. One hour will be spent in each community and neighborhood. The judges will be there to learn all they can about your community betterment efforts over the past year. It is your task to try to inform them of your efforts. The escort takes no part in the judging activity, but takes care of all the details connected with the logistics and procedure; i.e., traveling, schedules, accommodations, etc., thus leaving the judges free to devote their full attention to judging. When the judges have visited all the communities in their category, they will rank them in order of 1st, 2nd, etc. The winners will be announced at the Annual Missouri Community Betterment Conference Awards Banquet.

Since the Awards Competition is an annual event, the judges will be evaluating primarily what you accomplished during the community betterment year (August 1st of one year to July 31st of the following year). But they will also be looking at how the current year's projects or partially completed projects tie into long-term goals; so a brief history of the projects is important.

Judging Criteria

The success (program and project accomplishments) of community betterment doesn't just happen. It depends on the community development process and how well it is adhered to or carried out. But unless a healthy community environment exists within the community, a quality process is not very likely to happen either. Therefore, when the judges evaluate your community or neighborhood, they will be looking at: 1) your **accomplishments** (projects and programs); 2) your **community development process** (visioning assessment, goal setting, planning and implementation) and 3) your **community development environment**. The judges will give 33 1/3% credit to each of these three criteria.

1. Community Development Environment - 33 1/3%

In this area the judges will be looking especially at the community betterment organization (its membership make-up, mission, functions, effectiveness, etc.) and the community involvement (youth, senior, volunteer as well as nonvolunteer; how community-wide is the involvement). The judges will, also, note things that support a strong organization and involvement: communication, coordination and cooperation; leadership and leadership development; community attitudes; pride, enthusiasm, interest, awareness and vision; and recognition, awards, celebration of events and accomplishments.

2. Community Development process - 33 1/3%

The community development process of visioning, assessment, goal-setting, planning and implementation are critical elements found in an overall or strategic plan for the community. Judges therefore will be looking closely to see how well the community has utilized this process.

When the judges visit your community or neighborhood, they will evaluate: the accomplishments, community development process and community development environment.

Visioning - This is the process whereby a community visualizes what it wants itself to be, a general overall picture of what you want your community to look like, and what it should have. Attitude surveys and town hall meetings using the nominal group process are some ways for communities to arrive at consensus of their vision.

Assessment - Various techniques can be utilized to assess needs, wants and resources (e.g. surveys, town meetings, accessing local, state and federal databases for demographics). Is the assessment broad-based, both in the area of assessment and participation? Has the assessment furnished enough pertinent data from which decisions can be made?

Goal Setting - The goals that a community sets should depend on the vision of the community and the assessment of needs, wants opportunities and resources. Goals should be representative of the community, not of one or a few persons. Goals should be both long and short-term; goals should be prioritized to meet the more urgent needs; the goals should be realistic, something achievable and should be reviewed and re-evaluated. From the community goals should come projects that bring the goals to realization.

Planning - Planning is generally a multilevel process. For example, the CB organization may have in its overall plan to do a community-wide clean-up in the spring; but the actual work plan of who, what, where, when, etc. will have to be put together by the agency responsible for the clean-up. A good action plan will ensure implementation and accomplishments.

The best tool we have for this process is the MoCAP Program

3. Accomplishments - 33 1/3%

Accomplishments are a result of the community development process. The judges will be looking at what the community actually achieved; the magnitude of the project, its impact on the community, and the involvement of the community. Did the accomplishments meet the needs, wants, and goals of the community? Were they done in a timely fashion? Did the project make wise use of resources (local, state, federal) to ensure a quality outcome? The judges will learn from the projects a lot about the community environment and the community development process.

Annual MCB Conference

The Department of Economic Development and the Missouri Community Betterment Education Fund (MCBEF), Inc. co-sponsor the Annual MCB Conference during the fall. The Conference typically commences on Sunday evening or Monday morning and concludes on Tuesday with a "General Session Breakfast". Specific schedules of events and other details about the Conference become available later in the MCB year.

The Conference has seen a steady and rapid increase in its overall size and also in the activities it has to offer. It includes networking opportunities, educational workshops, youth events and a community fair. The highlight of the Conference, however, is the banquet where statewide recognition is given for outstanding community betterment efforts throughout the state.

Summary

Community betterment involves everyone and everything in the community. Communities cannot survive without it; communities with it better themselves because of it. Everyone has a part to play; everyone benefits from it. If you need assistance in your community betterment efforts or would like to enter the MCB Awards Program and/or participate in MoCAP, please contact your Regional Office or our Central Office in Jefferson City.

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Missouri Community Betterment
Department of Economic Development
P.O. Box 118
Jefferson City, MO 65102
(573) 751-5096

MCB Roadside Signs

From the beginning of the MCB Program, the state has made MCB signs available to participating communities. The signs serve as recognition and promotion of the community. The regulations and guidelines provide that the signs (if requested) will be erected on the city limits signposts on the highways leading into communities. Communities participating in the MCB Program may request these signs from the MCB office. The current fee for each sign is \$14.00. Checks should be made payable to **Director of Revenue, Credit State Road Fund**. The Missouri Department of Transportation will not only erect the signs, but also will maintain and replace them as needed.

Since the MCB signs make a "statement" to the public that the community is a member of the MCB Program, the Transportation Department will take down the signs when membership lapses in the MCB Program. A community or neighborhood can be a member of the MCB program by either entering the Awards competition or by actively participating in the Missouri Community Assessment Program.

Membership in the MCB Program is considered to have lapsed when a community has not entered the Awards Competition for two consecutive years; or when designation as a Star City or certification as an All Missouri Certified City is one full year out of date.

MCB Roadside Sign Order Form

Name _____ **Phone** () _____

Address _____

City _____ **State** _____ **Zip** _____

Number of Signs _____ **@ \$14.00**

Enclosed is a Check in the Amount of \$ _____

Payable to: Director of Revenue, Credit State Road Fund

Date: _____

Signed: _____

Mail check to: Missouri Community Betterment
PO Box 118
Jefferson City, MO 65102

Missouri Community Betterment Education Fund, Inc.

The Missouri Community Betterment Education Fund, Inc (MCBEF) is a private, not-for-profit corporation made up of businesses, public utilities, trade organizations, communities and individuals. MCBEF is a sponsor organization for Missouri Community Betterment and fulfills its purpose by raising, receiving and disbursing funds in support of MCB.

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